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 Amphawa Chaipattananurak Conservation Project

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The Chaipattana Foundation has gratefully shared in carrying on the legend of Amphawa
 “From **past** to **present** the lifestyle of the river folk continuously flows onward”

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**"From past to present the
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Amphawa is a small community situated on the banks of the Mae Klong River Canal. It has a long history with many tales carried down through the generations. In the past, it was a center of trade teeming with people from the surrounding areas. Along the river were floating markets, houseboats, and wooden houses constructed during the Ayutthaya period. At that time, the place was known as "Bang Chang" (Elephant hamlet). It was a river bank community where people grew fruit trees and vegetables in such profusion that it became famous. During the

reign of King Prasat Thong, the district of Bang Chang began to expand with fruit orchards and vegetable crops. Agriculture flourished and trade spiraled. Finally, the area developed into "Bang Chang Market", the largest floating market and trade center in the area, where people from Bang Chang and nearby villages gathered to sell their harvests. The orchards around Bang Chang were called "Suan Nawg" (the outer gardens) and they were often compared to "Suan Nai" (the inner gardens, situated in Bangkok) with this saying: "Bang Chang Suan Nawg, Bangkok Suan Nai". Bang Chang represented the countryside, or the rural areas, while orchards in Bangkok referred to those belonging to the royal court.

Nowadays, the lifestyle of the past is still strongly presented. Even though much time



has passed, old memories linger here and there. This community is doing its best to maintain Amphawa's original condition and appearance: the wooden houses are lined up along the river and people live a simple way of life while preserving the beautiful art and culture of the community. All of this encourages tourists, both Thais and foreigners, to visit Amphawa regularly.

From the past to the present, the Amphawa lifestyle has continued on. Nowadays, the Chaipattana Foundation is enthusiastically playing its part in preserving and developing the community under a project called "Amphawa Chaipattananurak" (The Amphawa Preservation Project of the Chaipattana Foundation). Originated by H.R.H. Princess Maha Chakri Sirindhorn, the Chaipattana Foundation was commissioned to make use of a piece of land kindly donated by Miss Prayong Nakawarang, an Amphawa resident. Her Royal Highness desired that this land be used to benefit the people of Amphawa and their community. The Amphawa community has had a long history that later generations can look back upon and see the greatness of the past, the beauty of its community culture, and the richness of its traditions. All of these well reflect the "Thainess" that Thais are proud of. Therefore, the development and management of this piece of land must proceed properly and, most importantly, forge a mutual collaboration among all of Amphawa's residents.



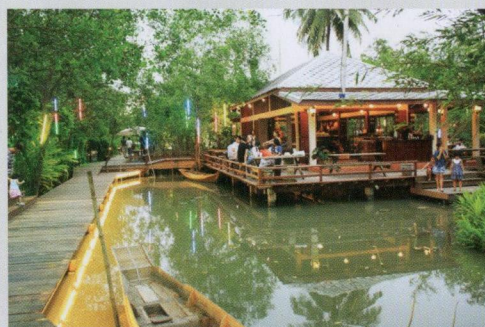


The Office of the Chaipattana Foundation

has organized the development of this

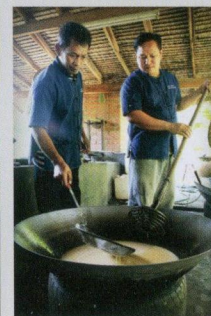
piece of land around the way of life of the people in

Amphawa. It has implemented H.M. King Bhumibol Adulyadej's development principles of "geo-social conditions" and the idea of the "sufficiency economy" as a road map for the development of the area. The main aim is to have all the people of Amphawa join in the project by preserving and reviving the customs of the Amphawa community. In this way, the community can remain strong, uncomplicated, sustainable, and happy, amidst rapid social change.



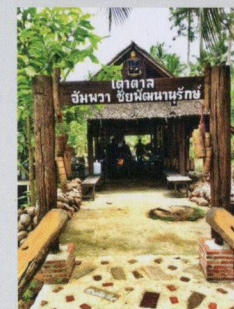
Pat Pat Shop is part of the Amphawa Chaipattananurak Conservation Project.

It was established to provide strategic marketing assistance for SMEs and function as a community shop selling products from Samut Songkram and nearby provinces, including the products of the Chaipattana Foundation. Pat Pat Shop ascribes to development around the local way of life so that people have jobs and are able to earn their living. Apart from that, the shop welcomes observation/study groups, tourists, and people in general who are interested in buying local products. Pat Pat Shop also promotes local goods so that they become well-known.



The Agricultural Demonstration Garden for Knowledge Sharing

is an integrated fruit farm. It is reserved as a place where people can learn and get to know the folk wisdom and local ways of life centered in agriculture in the Amphawa community. The main focus is on the cultivation of various kinds of fruit trees which are important for Amphawa. The Garden is also a center where agricultural scholars, farmers, fruit gardeners, and other interested people can gather and share knowledge with each other.



The Nakawarang Community Market Ground

is a multipurpose area where activities related to the lifestyle of the people along the Mae Klong River are demonstrated. These activities are, for example, Thai traditional music, Khon performances (the traditional Thai masked dance drama), demonstrations of the preparation



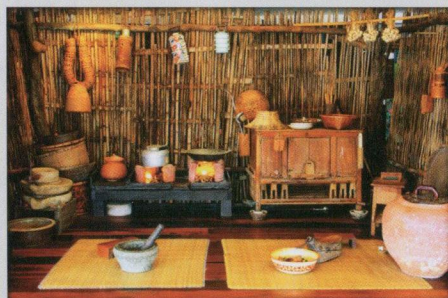
of local dishes, such as Pin Suwan's Thai desserts, mackerel, and crispy rice noodles, puppet and string puppet performances, "Nang Yai" performances (shadow screen cutouts on leather), Lum Tud (Thai extemporaneous entertainment), and Thai Garland Dancing. These performances are rotated monthly.

Apart from this, local products can be purchased here as well, such as pure coconut-oil products for hair and body treatments, skin care products from the rinds of pomelos, models of traditional Thai houses and boats, Thai classic masks, Thai clothing, egg art, Khanom Tian Salad Nga (stuffed dough dessert mixed with sesame), and many other Thai desserts. This market area is given the name "Nakawarang" to honor Miss Prayong Nakawarang who kindly offered the land to H.R.H. Princess Maha Chakri Sirindhorn. This has resulted in numerous benefits to all the people of Amphawa and to those who love the Thai traditional way of life.



"Chan Chala Shop" (The Platform Shop)

sells beverages and snacks. Inside, there is a corner selling the project's souvenirs, products from the Chaipattana Foundation, and local goods. This is also the project's activities promotion center where tourists can find information on where to go and what to do within the Amphawa community. Chan Chala is uniquely decorated and has a traditional air about it.



The Community Exhibition Room

is an area for exhibitions and activities involving culture and the way of life in the Mae Klong and Amphawa communities. Themes and contents of the exhibitions always correspond to local culture and are rotated occasionally. The main objectives are to promote the culture and traditions of the people of Amphawa, build mutual pride, and promulgate folk wisdom and products.



Amphawa Chaipattananurak Conservation Project Map